



NEW SALEM LICENSE PLATE

ORDERS NOW BEING TAKEN

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Salem residents now have another way to show off their “Salem Pride” and support the city’s School Division all at the same time. The city has developed a new Salem license plate that folks will be able to purchase through the Division of Motor Vehicles.

“When the concept of creating a Salem license plate came up in discussion there was a unanimous feeling that this was something our citizens would really embrace and support,” says City Manager Kevin Boggess.

Councilwoman Lisa Garst came up with the idea of producing a plate that would allow citizens to show off their civic pride in the city and beyond. Surprisingly, only three other cities in the Commonwealth currently have special plates.

“One of the key things that sets Salem apart from other communities is our overwhelming sense of community pride,” says Garst. “When I learned that the DMV was offering custom license plates featuring municipalities, I knew instantly this was something Salem residents would love. The design is elegant and easy to distinguish and now Salemites at home and across the state will be able to display their civic pride coming and going”

In order to make the Salem plate a reality, the city must get at least 350 prepaid plate applications in advance from people who have current and active vehicle registrations. Close to 20,000 vehicles are currently registered in the city of Salem. Once this “commitment” level has been reached, the approval and production process with DMV will begin. Normally, it takes DMV anywhere from 9 months to a year to actually get the plates out of the production phase and onto cars on the highway.

“The plates not only provide an opportunity for residents to display their Salem pride on their vehicle each and every day, but I see them as a tremendous marketing instrument for others to see while traveling the roads of the United States,” says Mayor Randy Foley. “Perhaps the plates will pique someone’s interest and influence him or her to visit Salem, or maybe even cause a business owner to inquire about our city.”

If the new license plates become a hit with citizens, Salem’s schools also will benefit. After the first 1,000 sets of plates are sold, \$15 of every \$25 paid to DMV for the plates will be sent to the School Division and earmarked for technology purchases in the classroom.

"This is a terrific opportunity for Salemites to demonstrate our community's historic pride while potentially generating additional revenue," says Salem Schools Superintendent Alan Seibert. "These designated funds will allow us to increase the number and the quality of the technology tools Salem students will have access to in the future."

Applications are available in the Salem Treasurer's Office on the ground floor level of City Hall and those interested can also access an application from the city's website www.salemva.gov, fill it out and drop it off in the Treasurer's Office.

"I hope Salemites who display these license plates will do so with honor and pride," says Mayor Foley. "I know they will provide a number of great benefits to our community."

In addition, to normal registration fees, all DMV specialty plates cost \$25 annually for the plates and an additional \$10 annually for a personalized message.



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